

BEEF SHORTHORN

Influence

OCTOBER 1964

THE
PEOPLE
HAVE THE
RIGHT
TO KNOW

page 5



INTRODUCING

RED, WHITE & ROAN COUNTRY

an Influence bonus insert

INDIANA'S HOOSIER TOPS sale

SAT., NOV. 7—FRANKLIN, IND.

(Sponsored by the Indiana Shorthorn Association at the 4-H Fairgrounds)

24 Bulls

40 Females

25 Club Calves
(by sale day)

Look who's selling!

	B	F	C
Burke Allison, Washington	2	4	
Dennis Bryant, Atlanta		2	
Durbin Budd & Sons, Lebanon	1	4	
Ron Bush, Lafayette		1	
Hugh Dooley & Family Crawfordsville	3	3	
Russel Edwards & Family Winchester		1	
Chas. Fenley & Sons Greensburg	1	3	
David Garriott, Scottsburg	1	1	
German Stock Farm Inc. Romney	3	3	
Hollis B. Hanson Connersville		1	

	B	F	C
Glen Keitzman, Loda, Ill.	1		
Lotis Linville & Sons, Shelbyville	1		
Lyons Bros., Mooreland		2	
A. W. Lumpkin & Sons, Losantville	1		
James McCorkle, Elwood	1		
E. L. Martin & Son, Greenfield		2	
Roy C. Mason, Guilford		2	
A. J. Meyer & Sons, Rushville	2	1	
Don Meyer, Rushville		2	
Fluard C. Myers, Plainville	3	1	

	B	F	C
Dr. F. S. Napper, Scottsburg		1	
J. Wm. Need and Sons, Frankford		2	
Elmer O. Plank and Sons, Walton	1	2	2
Jack Sigler and Son, Elwood		1	
Cecil Steinmetz, Earl Park		1	2
Tempel Farms, Wadsworth, Ill.	2	2	
J. K. White, Noblesville			5
Wm. Earl Wilson and Son Greenfield	2	1	

SHOW & JUDGING

Show of sale cattle and
judging contests in the
morning!

AUCTIONEER

Jim Humphreys of
Wolcott, Indiana

HEADQUARTERS

The Terman Motel at
Franklin, Indiana!



MRS. GENEVA GERMAN, ROUTE 1, ROMNEY, INDIANA

OR

CLYDE HARLOW, TIPTON, INDIANA

BEEF SHORTHORN *Influence*

OCTOBER 1964

Volume 1 – Number 13

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Commercial Consultant

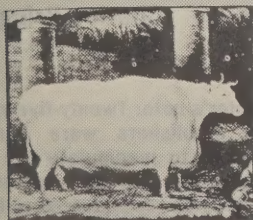
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THE COVER...

Modern day Beef Shorthorns have come some way in the century and a half since this print was made. This female was called "The White Heifer that travels." She is shown here at seven years of age. She was bred and fed by Robert Collings of Brampton near Darlington in the County of Durham – about 1800.



Sutherland BULLS

BRED TO BE PROGRESSIVELY MODERN

By Comparison...

AT INDIANA: We showed in 15 classes and won eight firsts, five seconds and two thirds.

AT OHIO: We showed in 15 classes and won first in 13 of them.

By Performance...

Our herd makes good use of the famous Kentucky Performance Testing Program. Ask us about individual quality, pedigree and performance—we stress all three!

SOUND, MODERN-TYPE
BULLS FOR SALE

Sutherland
Polled Shorthorns
PROSPECT, KENTUCKY

George Garvin Brown, owner
Jack Ragsdale, manager
Marlin Engelhardt, herdsman

Tel: Louisville, Ky. CA 8-1525 A.C. 502



The Customers Always Write!

Donly good assistance!

You will be very glad to know that we had a very good sale for Hardscrabble averaging over \$400. Tom Donly of the Shorthorn Influence did us a lot of good at this sale. He sat in and purchased five lots for a man in New York and naturally he had to bid on several others which made the sale more lively.

**Horace W. Walker,
INDIANA**

Likes straight talk!

Good straight talk in your issue (with Steve Treadway).

**Rudy Kaehler,
MINNESOTA**

Right to know more!

I have just read the September issue of the Shorthorn Influence. Especially interested in the letter of Dick Staebell, Oak Grove Farm, Cameron, Wisc. What he has to say is indeed true in this part of the country. Why don't you and Steve Treadway write an article on this subject — Artificial Insemination—under the heading "The People Have the Right To Know?" Any help you can give the small Shorthorn breeder would be greatly appreciated by all of us.

**Larry Pfaffendorf
WISCONSIN**

For the Hoosiers!

I am making up our fall issue of the Hoosier Shorthorn which will carry catalog of

the Indiana State Sale at Franklin, Sat., Nov. 7. I understand you plan to be with us, which I hope. But in the meantime we should have some sort of contribution from you which I know will help make this number better and more interesting. P.S. A must. We all like your paper.

**Clyde Harlow
INDIANA**

Just tikes then!

Where was the "Influence" twenty-five years ago? Then is when we could have really used a hard-hitting pusher for the Shorthorn breed—to prevent this great slippage in popularity. But better late than never. We don't have Shorthorns anymore but there were a good many of them in the history of our Kansas-rooted family. Keep pushing!

**Charles Briggs
TEXAS**

(Editor's note: Twenty-five years ago the Publishers were hardly big enough to manipulate the electric typewriter. But now we are...and as long as practical-intent breeders keep up their support we'll keep up the editorial push for the grassroots convictions so many of us feel ought to be in more common usage).

Address Your Letters to:
EDITOR
Beef Shorthorn Influence
9720 Nina Street
Omaha, Nebraska 68124

THE PEOPLE HAVE THE RIGHT TO KNOW...

PART III THE ACTION

**By John Mette
and Steve Treadway**

It is startling to know, but truthful to say, that one-half the knowledge we accumulate today will be obsolete in 10 years! Research will bear this out. Years alone are no longer the chief contributor to wisdom. The generation which has had half-a-century and more to profit by what it knows is a vanishing lot.

We doubt there is an industry anywhere undergoing such strenuous technological transition as BEEF! It is an old, old industry that has largely been constructed on the

experiences of a generation and more past. But the work-laws that made the industry move yesterday are rapidly becoming obsolete today!

A changed era is shoving new responsibility on producers and feeders, packers and retailers. The commercial beef industry is certain now that it cannot afford to adhere to yesterday's standards to do today's—and tomorrow's—job! And so the pursuit is on to discover new methods to produce and to feed and to merchandise beef—methods

that closely comply with the close-margin economic demand of a penny-conscious industry!

By the reality of these changing (and changed) times, Beef Shorthorns should already have begun to learn a lesson...a frank and to-the-point lesson "that we have no choice but to **CONSTANTLY EDUCATE** and **CONTINUALLY EXPAND** if we are to know competitive survival!" The latter (expansion) is fully dependent upon the lessons we learn through the former (education).

We cannot separate our responsibility to ourselves and our responsibility to beef in general. Again, for competitive survival, the two are inseparable. Thus it should be more evident now than ever before that Beef Shorthorns, as an industry within an industry, must develop a close working familiarization with BEEF—from the grass-roots up!

We must cast aside old concepts, old methods of doing things, in favor of progressively modern practice!

We must determine a universal, practical standard of **PERFECTION** and **PERFORMANCE** that our own kind can use as basis for rapid, uniform breed improvement. And one that the beef industry in general will look toward with interest and genuine respect.

We must sell ourselves as we have never sold ourselves before! We must "dare" to be conspicuously different from all the rest! We must think bigger than we have ever thought before! And we must take **ACTION** to do bigger and do better than anything ever before recorded in Beef Shorthorn history!

If we cannot accept the simple-to-complex truths of our practical position and make tracks to remedy them...if we cannot constructively talk out our shortcomings...if we cannot dilute our inner-bred differences and spike our punch with shoulder-to-shoulder, undivided action...then Beef Shorthorns will have no future that the intensely practical operator will find worth nurturing into manhood again!

We do not profess to have all the answers, but we do feel deep down in our souls so very strongly about this breed. We are anxious to get out of the shadows

of dormancy and into the light of progress those elements needing frank appraisal. We have no qualms about being disagreed with. Only out of disagreement and the ensuing discussion can come concrete result worth savoring!

We have tried to set down our thinking in summation—touching upon highlights of our thoughts. We urge that each of you share your convictions...and by the stimulated thinking and progressive response perhaps together we can build a foundation for a "new Beef Shorthorn" acceptable to the times—today's and tomorrow's!

THE PROBLEM

To establish a long-range growth plan for improvement of Beef Shorthorn cattle, for expansion of their numbers and for re-vitalized acceptance of their kind by all practical elements of America's commercial beef industry.

PRINCIPLE OBJECTIVES

To breed a Beef Shorthorn animal universally possessing—with consistency—physical characteristics demanded of progressively modern beef-making and beef-marketing times!

To breed a Beef Shorthorn animal universally possessing—with consistency—unparalleled performance-ability. Especially the ability to mature rapidly, to feed out efficiently, to yield a competitively large percentage of red meat to carcass weight, to competitively grade out on the commercial market.

To breed a Beef Shorthorn animal adaptable to all kinds of practical working cattle situations and to favorably compare—and excel—in all areas of commercial responsibility.

ORGANIZATION FOR ACTION

Under sponsorship of the American Shorthorn Association stage a **STRATEGY CONFERENCE**, as quickly as possible!

Issue widespread invitation to every registered and commercial Beef Shorthorn

(Continued on Page 8)

MANITOBA! OCTOBER 23!

What better excuse do you need to pack your bags and head for Manitoba? The Polled Shorthorn industry of Manitoba and Saskatchewan promotes a rare classic in their October 23 Sale at Brandon.

It will be staged in the same building as the Great International Bull Sale with a 15 bull and 41 female offering that could make every bit as much history! We say this knowing everything that is behind this exciting event. Every entry has been inspected at the farm.

The sponsoring Manitoba Polled Shorthorn Club breeders (and the Saskatchewan herds they have invited to make entries) are **SIZE CONSCIOUS**, indeed! They are using bulls weighing at least a ton—most 2,000 to 2,300 pounds!

Besides this, we have many breeding herds in the 100-cow range. And have a history of using the best of sires, including working improvers from Thiemans in Missouri, Bennett in Washington, Larsons in North Dakota, Rocker Bros. and Valley View Farms in Nebraska, Lynnwood Farms and Glatwyn Farms in Indiana, Gloriadale Farms and Birmingham Farms in Ontario, Carignan in Alberta, and other strong programs. Possibly some of the better Polled Shorthorns to be found anywhere can be seen right here in Manitoba!

Enormous interest has already been shown in the Sale...with countless inquiries from both the United States and Canada.

JUST ADDED! Twelve yearling bred heifers from Durnin's Barbee Polled Shorthorns, bred to Barbee Leader x, grandson of Carnona Fascination x. Twenty heifer calves and five bull calves by such bulls as RB Achilles 6th x and 10th x, Nebraska Futurity Champions and top-sellers! These cattle are raised under ranch conditions and will be sold in groups. Here's another consignment bound for Brandon where quality abounds!

Remember that Brandon is just 55 miles from the United States border and full cooperation can be expected in handling cattle sold for export to the United States. Be sure that you do not forget U.S. money is at an eight percent premium up here (the

difference in value will more than likely handle most of your transportation fees!)

The show will be staged in the morning (Oct. 23) and the sale that afternoon. The unusually powerful offering will include the get and service of such bulls as:

CORONET MAX LEADER x—Possibly the greatest breeding sire and individual Polled Shorthorn of the day!

T.P.S. MAX CORONET 92d x—1957 International Grand Champion!

T.P.S. CORONET LEADER 21st x—Undeclared in Canadian showing (in horned competition)!

LYNNWOOD REWARD x—Top-selling bull in the 1955 Lynnwood Sale!

HI-WAY FANTASY x, HI-WAY ROYAL OAK x, and HI-WAY PRESIDENT x—Three of the best Polled Shorthorn bulls ever to come to Canada. They are siring big, heavy-boned, quality cattle that have been topping sales and have left a great mark on Polled Shorthorns in Manitoba.

HI-WAY CLASSIC x—Strong breeding bull for both McKnights and Larsons!

HI-WAY MISSION x—Grandson of the International Reserve Champion!

PLEASANT DAWN SCOTTY x—Brandon Bull Sale top-selling individual!

VALLEY VIEW LEISHMAN 5th x—Congress top-seller from the famous Valley View Farms in Nebraska!

KINGS PERFECT x—1960 Nebraska State Fair Champion!

CARONA PERFECT x—Half-brother to Carona Fascination!

HILLDALE JUBILEE x—Reserve Junior Champion Edmonton!

Mail bids may be sent to Mr. Ab Stoltz, Canadian Shorthorn Association, Guelph, Ontario. Mr. John Mette, Editor of *Beef Shorthorn Influence* and the new commercial *Red, White and Roan Country* will be in attendance and happy to assist as well.

For information, reservations and catalogs contact either Bob Gordon, Souris, Manitoba or Ralph Wilson, Pilot Mound, Manitoba.

Right to know

(Continued from Page 6)

operator in the nation. By special invitation select representatives of feeders, packers and retailers to "speak the industry views."

Breeding cattle should be brought in and literally picked apart and discussed in total frankness by all interest-segments of the beef industry. Steers should be studied on the hoof and as carcasses (and should surely include animals named to high placings in our major shows). Animals should be analyzed by their component parts and as the composite individual...in order to gain a working knowledge of how the hard core commercial cattle industry appraises us...and how we might apply that appraisal to our product!

Allied discussion should extend into the industry's ideas about breed promotion, exhibitions, organizational representation, etc.—all the facets of planning and execution allied to advancement of Beef Shorthorns!

Guide-lines for Strategy Conference discussion would be essential, to keep the work sessions moving and make the outcome successful!

The animal and its performance should be the primary targets for frank appraisal and recommendation.

However, there are multiple areas closely allied to perfection-performance that must be thoroughly discussed as they are prerequisites to successful application of the primary targets!

We make these recommendations directly to the American Shorthorn Association's Board of Directors, realizing they would want to seek the "tone of all-industry opinion" through a Strategy Conference before instigating concrete action at the executive level.

Recommendation No. 1.

1. Adapt a working standard of perfection, on essentially the same principles as those applied to Herd Classification only incorporating a Performance Record.

Maintain a current status performance records at the American Shorthorn Association

office and adopt a liberal recognition program to promote and honor herds that make progress in the fields of "type" plus performance.

"Let the people know" which families and types of Beef Shorthorns are really best suited to meeting objectives of perfection and performance.

2. Organize and lend financial assistance, if necessary, to Beef Shorthorn gain experiments—through universities as well as private studies. Seek factual data the breed can utilize to:

- a) Better understand and improve itself;
- b) Sell Beef Shorthorns to the result-conscious cattle public.

Place special emphasis on:

- a) Studies involving use of high roughage feeds with consideration to efficiency, grade, yield, market-acceptability, etc.
- b) Studies involving effective marketability of various "types" of Beef Shorthorns;
- c) Studies involving feeding, slaughter, etc., of Beef Shorthorns and Shorthorn/Crosses under conventional feeding methods.

Recommendation No. 2.

1. Devise a long-range plan for effectively merchandising the breed. Decide, step-by-step what characteristics and traits should be stressed in all levels of breed publicity to best sell the breed on its merits to the cattle public.

Recommendation No. 3

1. Place the responsibility for both horned and polled Beef Shorthorns squarely under a single, one purpose organization -- THE AMERICAN SHORTHORN ASSOCIATION. Stand up to competition undivided -- in name and action!

Recommendation No. 4

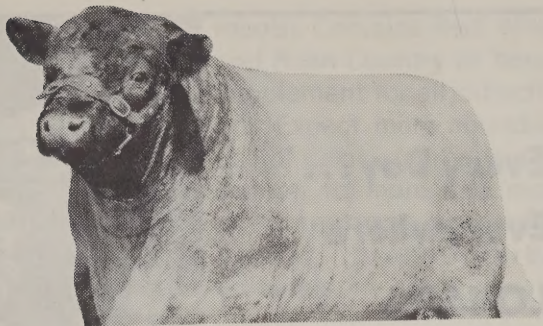
1. Give concerned attention to need for name change or addition.

Recommendation No. 5.

1. Launch an immediate study to determine how the breed's commercial interests can be adequately represented on the

(Continued on Page 37)

BRANDON MANITOBA



The Internationally Known Coronet Max Leader x

OCTOBER 23 POLLED SHORTHORNS

Kinnaber Polled Shorthorns

Gordon Bros.
Souris, Manitoba

Butte Lee Polled Shorthorns

Edgar and Lily Philpott
Central Butte, Saskatchewan

Jointly Selling 3 Bulls and 4 Females at Brandon!

THE BULLS. A four-year-old proven sire (his first commercial calves weighed 795 lbs. at nine mos.). A two-year-old by Hi-Way Mission. A yearling by Lynnwood Reward, top of the 1955 Lynwood Sale.

THE FEMALES. Bred or with breeding privileges to "Leader"! A daughter of the 100% dehorning Hi-Way Fantasy. A yearling from our show herd. A daughter of Lynnwood Reward and one by QK Trend.

Featuring the service of T.P.S. CORONET LEADER 21st x! Undeclared in Canadian show rings in 1963 (also in interbreed competition). In from four months on rugged range after running with and breeding 92 cows he weighed 1945 lbs. He's sure and sound and impresses stockmen of all breeds. His first daughter was undeclared Junior Yearling of the summer shows including the Calgary International!

Heading for Brandon!

With a unique offering living up to all expectations of this Sale event! All females—big, heavy-boned, rugged and regular breeders! From our large breeding herd (150 calves in 1964). A chance to get that famous Thieman-breeding at the price you say!

4 horned regular breeding matrons. Pregnancy-tested in calf to Coronet Max Leader x, 2450 lb., 100 percent dehorning Thieman sire.

1 polled cow by Hiway Hero, bred to Leader!

1 polled cow bred to T.P.S. Coronet Galaxy 3rd!

4 polled yearling heifers, two bred and two open!

THOMAS FARMS SHORTHORNS
CHRIS S. THOMAS, Hartney, Manitoba ROSS M. THOMAS, Lauder, Manitoba

Pleasant Dawn Farm

Polled Shorthorns

Suffolk and N. C. Cheviot Sheep

Our herd of fifty breeding cows has size and quality and is maintained under range conditions.

See us in Brandon, Oct. 23! Our entry consists of two bred females and a three-year-old bull, P.D. Seal 2nd. All are sired by our 2200 lb. herd sire, Hiway Royal Oak x. Seal 2nd will match his sire for size and quality!

L. M. HATCH
Oak Lake, Manitoba

**Every Day ...
Everywhere
LOUADA
SIREs ARE
BUILDING A
STRONGER
BREED**



THEY SELL! Louada Iona Ramsden, five-year-old full sister to Louada Nugget. Bapton Suzie Broadhooks, four-year-old by Napoleon. Out of the same dam as Bapton Guardsman, she is bred to Glamis Benefactor.

LOUADA SALE MONDAY, OCT. 26 PETERBOROUGH, ONTARIO

Travel the continent and half a dozen foreign countries and you'll find Louada bulls in the hands of top cattlemen. These bulls are creating a powerful new image of the Shorthorn as a beef cattle improver. Now comes the greatest Louada line of them all -- the Louada Rothes Kings. Twelve sons sell Oct. 26! Having added the great Bapton herd and many other imported females and having sold very few females in the last three sales, Louada is able to sell females they could never have parted with even two years ago. Bred to the great Louada stock bulls, each one is capable of producing a herd-heading sire.

DON LONGLEY, Sale Mgr., 16 South Locust Street, Aurora, Illinois

...and so it is. The little bird cannot "really fly" until he has outgrown the fledgling stage. The Beef Shorthorn Influence left its nest this month!

The book you hold in your hand symbolizes belief and hope. Belief in a product and hope that it will soon see improved times!

It symbolizes, too, tears and joy and around-the-clock determination, dedication and sweat. And it symbolizes, thankfully, an enormous resource of friends.

who have tried so desperately hard to justify their repeated declaration, "They will never last!", each additional month we add to our publishing schedule gives us the personal satisfaction of knowing we have challenged and bested their smallness!

Inserted in the center of this October issue of the *Influence* is the new commercial content.

RED, WHITE AND ROAN COUNTRY

We promised you it would

month. Contains Red, White and Roan Country as bonus supplement for all subscribers. Expect more abundant use of color...continuing attention to more and more good features and hard-hitting breed-interest editorials.

RED, WHITE AND ROAN COUNTRY

Issued the first of each month. Content and circulation aimed at the commercial market, with primary emphasis on the cow-calf operator reader! General interest features to whet the reader's appetite...supplemented by stories and news illustrating Beef Shorthorn performance and profitability!

You can send it, monthly, to your prospects. Twelve full issues, personalized with your rubber-stamped name and address, a dollar per year!

* * * *

Congratulations to Shorthorn World magazine for its September 15 editorial, "Give Credit Where Due." Read it if you haven't already!

We are happy to have them on the bandwagon...citing need for more ambitious attention to expanding the breed's commercial base; urging more people to DO than to just TALK about it!

It hearkens us back to our August edition and the first article in "The People Have The Right To Know." You will remember we wrote then:

"It is not our intent to discount the good that has

(Continued Next Page)

Frankly speaking

We have made mistakes and we will surely make more. But we, too, have made progress...and we have every intention of making a whole lot more!

Though we are not yet a year old we feel justified in celebrating attainment of this big plateau—our conversion to an improved magazine-style format and addition of a new, monthly service supplement!

To those of you who have been tolerant of our shortcomings and have given us the encouragement that has kept us fighting hard for the breed principles we believe to be right, we say thank you. We shall continue trying hard to justify your faith!

To those who have treated us with more than mild indifference...and to those

be launched this Fall...geared to spread the gospel about practical Beef Shorthorns!

In our pilot issue, in mid-summer, we introduced the name COW BUSINESS. But since then many folks have asked why we didn't adapt and use an easy-sounding heading we've used in the *Influence*—Red, White and Roan Country! It had a good ring, it suggested the wide territory in which Beef Shorthorns are working, and it set a wide objective for breed growth, as well. So we took their suggestion and RED, WHITE AND ROAN COUNTRY it shall be!

Here's just what you can expect:

THE INFLUENCE

Issued the first of each



the
American
Shorthorn Association
AND
the Knights of
Ak-Sar-Ben
TAKE PLEASURE IN ANNOUNCING
The First Annual
AK-SAR-BEN NATIONAL
SHORTHORN SHOW & SALE

AK-SAR-BEN FIELD

December 10 and 11 Omaha, Nebraska

30 BULLS - 25 FEMALES

come of other men's efforts. Their contributions have been many in generations past and present. Nor is it our intent to hint of any dissatisfaction with our present administrators.

"We do hold quarrel, however, with the industry in general. And we blame ourselves among them for our short-sightedness. For our failure to do more to strengthen the practical advantage of our favorite cattle."

* * * *

Needless to say, comments surrounding our recent issues and the editorial subjects we have dealt with have been many — for and against!

We have been most amused, perhaps, by the question some have asked, "Who got to you on the import story?"

Meaning, of course, who brought down pressure that prompted us to develop and print the story.

Thankfully, we can say with a clear conscience, "Nobody!" We call the shots as we see them. We can't be bought, so don't waste your time trying!

South Dakota

Fliginger Shorthorns

Home of the
PILOTS & GOLD COINS

Charlie Fliginger
HURLEY, SOUTH DAKOTA

Polled Shorthorns

Quality in Volume
Cedar Ridge Farm

D. J. Brockmüller and Sons
Freeman, South Dakota



RED, WHITE & ROAN COUNTRY

for OCTOBER 1964



Western Shorthorn Association

FALL SALES

**75 REGISTERED SHORTHORNS
25 BULLS—50 FEMALES**

Friday, November 6

(12:30 P.M.—E. T. Sherlock, Auctioneer)

Consigned from leading herds in Colo., Kan., Neb. and Wyo. The offering includes three proven herd sires; 17 big, rugged two-year-olds with outstanding bloodlines and just the kind that will work improvement in strong commer-

cial and registered herds; and five top yearling bulls of foundation calibre. The females include cows with calves at foot, and bred and open heifers...the kind to establish new herds...the kind to improve old programs.

1000 COMMERCIAL SHORTHORNS SELL

Saturday, November 7

(Feeder Show 9 a.m.—Sale 12 Noon)

Here is your opportunity to buy Shorthorn and Crossbred feeders in this area's largest exclusive Shorthorn sale. Fresh ranch cattle, noted for their ruggedness, substance and quality...and consigned from the top herds of the region.

Special! 40 individual club

calves will sell at noon and will include several registered heifer calves.

Special! 15 head of bred Shorthorn heifers consigned by Elbert County Livestock Association and sold for benefit of Colorado Cattlemen's Association Foundation Trust Fund.

**Both Sales at Greeley Producers
GREELEY, COLORADO**

CATALOG: Don C. Milliken, Sale Manager, Elbert, Colorado

RED, WHITE & ROAN COUNTRY

Published the first day of every month by Di/Jon Publishing Services Inc. 9720 Nina St., Omaha, Neb. Area 402, 393-7729.

IT'S TRADIN' TIME

REGISTERED BULLS—Polled Shorthorns. Large, rugged but smooth. A few females. Fifty years satisfying customers. C. L. Baughman and son, California, Missouri.

FROSTY ACRES, INC.—Polled Shorthorn range bulls. Young—active—ready to work. Factual information to help your selection—lifetime gain, sire's carcass evaluation, score, conformation grade, fertility score. J. E. Albaugh & Sons, Adin, California. Phone: 2742.

L. M. HAUPT & SON
RT. 4, BOX 35 — BRYAN, TEXAS

(3 miles south of Texas A&M on Old Wellborn Road)

**PASTURE RAISED, SERVICEABLE
AGED BULLS FOR SALE**

FOR SALE

17 head of registered polled and horned Shorthorns. Includes five bred yearling heifers and 8 cows (four with calves at side by Marshal's Supreme, four carrying his service).

Glindel Farms—Eldridge, N. D.
David Glinz—Phone 763-4377

SAGE SHORTHORNS

*Bred and conditioned for the
range trade.*

Roy and Myrtie

GFELLER

Big Timber, Montana

They're out there now. Feedlot manager and cowboy crew. Their task is a mean one—to sort four loads of heavy, overdone steers. The day is Saturday and Monday morning half will be in Chicago and half in Kansas City . . . the prospective buyer hopeful he can move in on them for a song—the seller hopeful he has calculated correctly, sensing America's "buying notion," placing the right cattle at the right place at the right time!

The steers are big boys, averaging probably 1350 pounds. It was not many years ago they would have been acceptable most everywhere but, now they're almost unmarketable at Denver and further to the West. And at Chicago their saleability depends largely on the purchasing whims of the kosher trade from Pittsburgh to the East.

Risk has been high on these cattle. They're into the hundreds of pounds over the most favorably accepted marketing weights and, of course, overloaded on finish. Add to these liabilities the fact the market is in an extended slump.

Against these odds have been gambled the close-calculation of a competent team of "beef technicians." A combination of people whose business is beef . . . who by daily telephone and personal contact piece together fragments of

respective markets, but hit quite close. And the transaction is labeled successful. It has, in fact, yielded a rare profit.

But that doesn't necessarily mean this same combination of skills and circumstances will win for them tomorrow . . . for Beef, and all its processes, is a changing business!

This recent day incident in a major Western feedlot serves to point up some important things about beef. That the business is big, that it is cold, that it is calculated, that it is changing. In fact it is even partial fallacy to say it is "changing" when the gathering evidence of current practice so clearly demonstrates it has already changed!

The times clearly state that beef is no more a business for the unskilled! Those destined to succeed, anymore, will have fortified themselves with a commanding range of knowledge and contacts that pieced together can begin to solve the puzzle of beef.

The times further show—and show clearly—that beef-making will demand a cold, hard-hearted attitude, whether in production, feeding, slaughtering or retailing. There will be no financial room for leniency toward the unproductive and unsuitable.



Beef:

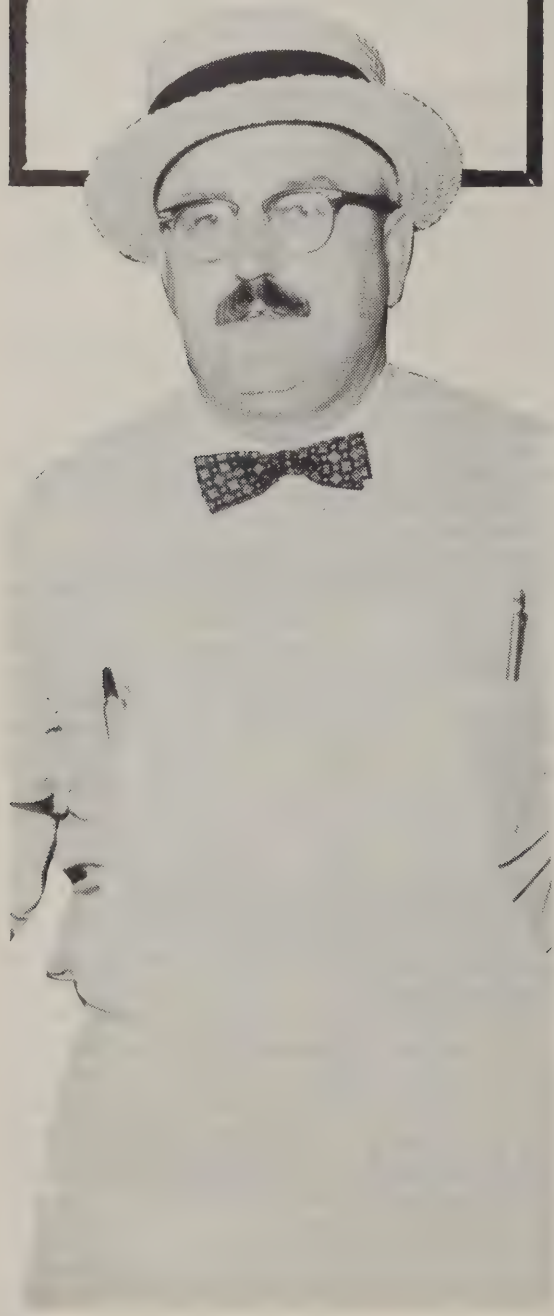
IT'S A CHANGING - AND CHANGED - BUSINESS!

information—about grain prices, about grass conditions, about cattle movements, about prices and so on—to determine what shall be bought, what shall be held and what shall be sold.

This time, though the circumstances are most adverse, the sellers win out. They don't top their

Just how has beef changed and how is this change affecting various interlocking segments of the beef-making and beef-marketing business? Well . . . let's look at some of the ways, with special emphasis to the registered cattleman, the commercial operator, the feeder and packer.

Just about a part of history!



Arthur J. St. Maurice has stepped backwards to go forward. At his Willow Brook Wayside Store, on the 1680 farm at Southborough, Mass., St. Maurice still caters to a specialized trade for prime beef.

Willow Brook Wayside Store, called "the down on the farm country store" and "the come and get it country store," carries top prime grade beef exclusively—aged two to four weeks in the store's cooler.

Adopting a country store atmosphere and rigidly adhering to the old Boston style of cutting and catering to the trade directly from the meat block, St. Maurice has developed a clientele that comes miles for its beef! He cuts the customer's wants fresh from the semi-breakdown of the wholesale cuts. No platter sales or pre-cut platter displays at Willow Brook Wayside Store.

"Mrs. Jones wants a roast or steak for nine people," old-time style butcher St. Maurice explains. "With the particular wholesale cut on the block she is there with me to guide the size or thickness of cuts and the quantity. We are never asked for meat by the pound. She wants this amount or thickness, for the quantity to serve nine, for example."

St. Maurice's shop is indeed a rarity in today's mass retail meat marketing picture, and he proudly points to the fact an independent retailer with the right product and distinctive store atmosphere can literally "step back into the years to go forward successfully!"

St. Maurice maintains many people today don't know what they are buying. He points to mass retail marketing as being responsible for making the meat-buying public "goats of the trade."

"They are told what to buy and how it should be served," he says. But then sighing with relief he admits, "There are still many intelligent people who know what they want, when they want it."

And as long as the people keep coming, butcher St. Maurice will be willing to adhere to past practice, that of satisfying at least a segment of America's hunger for a vanishing product—prime beef!

THE REGISTERED CATTLEMAN

Purebred beef's great contribution to America's table is the registered range bull—a perpetuator and, hopefully, an improver of beef!

The purebred breeder's responsibility to beef should be that of a leader, but in recent times he has lost claim to that prestige position. Instead he gets the beef message strained through a long line of command—consumer to retailer to packer to feeder to cow-calf operator to him.

Dr. A. D. Weber, for many years dean of agriculture at Kansas State, told participants in the 1964 American Angus Conference at Ames, Iowa, "That purebred cattle breeders, perhaps more than any other segment of the industry, must have long-range plans in order to capitalize fully on the opportunities which lie ahead."

"It is not too early to begin to anticipate what will be required by the next decade or so to meet demands and competition both at home and abroad," he said. Dr. Weber pointed to the pioneer breeders and told of their vision and told of an urgent need to repeat that vision today.

Those pioneer breeders, he said, were motivated by economic forces to produce a more profitable beast, one having characteristics reflecting the preference and the requirements of their times.

The purebred breeder faces his greatest of all-time challenges. The times are demanding an exacting thoroughness in the product he produces and sells. Performance and progeny information are no longer fantasies or promotional gimmicks. Stockmen, intent on supplying the kind of cattle the feeder-packer-retailer market demands, have put the pressure on, demonstrating their purchasing-concern for beef sires of uniformly good quality, with above-average growth records and out of cow herds where management is concerned with the improvement of feed utilization, of growth rates and other price-affecting production traits.

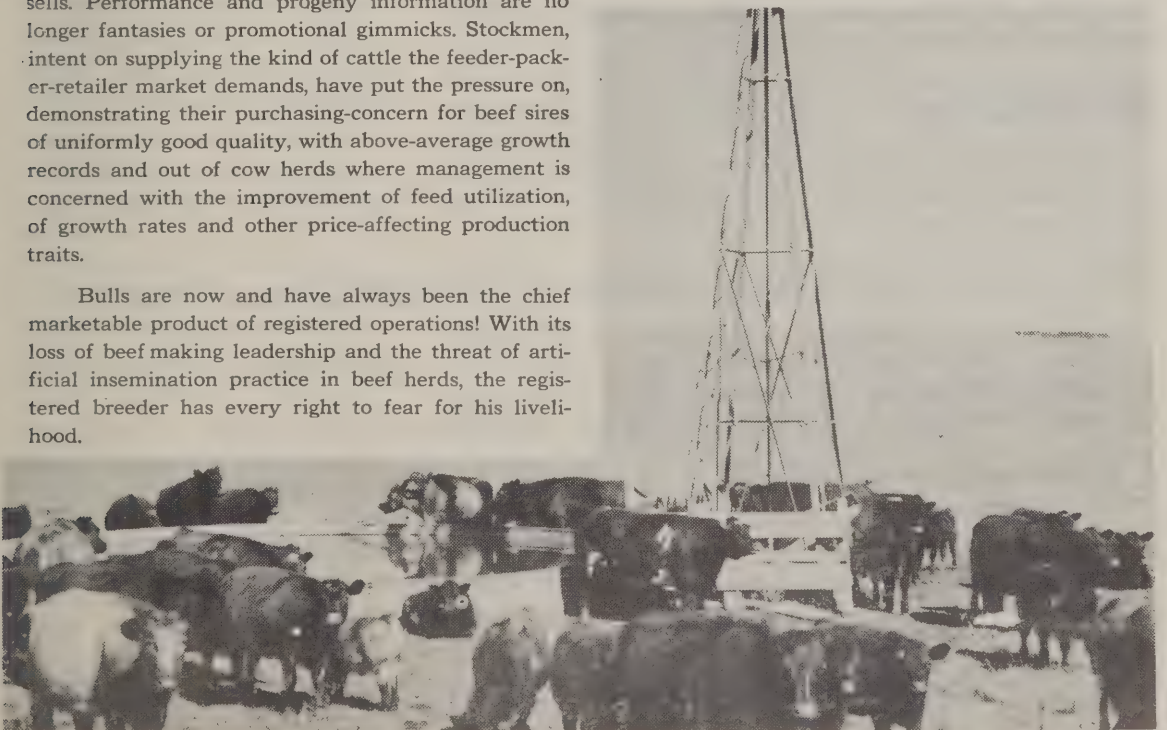
Bulls are now and have always been the chief marketable product of registered operations! With its loss of beef making leadership and the threat of artificial insemination practice in beef herds, the registered breeder has every right to fear for his livelihood.

The registered animal's pedigree, as such, has already lost some of its significance in this changing times. As the animal is more rigidly aligned to performance so is everything about him. The avid student of pedigrees is a vanishing lot. The changing times have already drawn much attention from the great heritage aspect of pedigrees to the inclusion of those strains (families) that repeatedly demonstrate their practical performance-ability. We will see the time, in the not too distant future, that registration papers will carry the generation-to-generation record of performance of beef animals . . . much like a dairy animal's pedigree records the milk and butterfat production.

Some see an underlying danger out of this whole picture—that unless the registered beef business can think and act far enough ahead to regain a commanding position in the "molding of beef," there is reason to believe the significance of registered bulls will be in danger. In a starkly practical world where cost margins are wide and profit margins narrow, the commercial operator-buyer places his sympathy with the sire-supplier consistently capable of helping him make money!

To the threatening competition presented by artificial insemination could eventually come the threat of scientifically-bred, superior-in-quality-and-performance "unregistered bulls." A piece of paper attesting to the authenticity of a bull's heritage has diminishing value if the animal is consistently outbested.

(Continued on Page 21)



BEEF

where it's made

•Texas

BEEVILLE, Tex.—Tentative plans are underway for a U.S.-Mexico sale of Beef Shorthorn bulls, here, according to Joe F. Bennett, Coolidge. Bennett is Secretary to the Lone Star Shorthorn Association.

Target date is early in November, with arrangements under direction of experienced Mexico Manager-auctioneer, Bert Reyes.

At press-time some 30 bulls had been promised. Details are available from Bennett at Coolidge.

•Montana

BILLINGS, Mont.—Fifteen hundred head of Beef Short-

horn and Shorthorn/Cross Feeder and stocker cattle will sell here, Oct. 23.

The event is sponsored by the Montana Shorthorn Assn. Wendell Lovely, Will-sall, is manager of the event.

Prospective buyers will gather on the afternoon of the 22 to watch placement for sale order. Officials recommend this as "a good time" to get a good look at the offering.

Sale day activities will be launched at 11 a.m. with sale of about 40 individual club calves. At 1 p.m. pens of feeder calves will sell.

A good offering of replacement heifers and some yearling steers will be included in the selection, according to Wendell Lovely.

Lovely, secretary to the sponsoring Montana Shorthorn Association, manages the event.

•Tennessee

COOKEVILLE, Tenn.—The new South and its growing important beef cattle industry will benefit from an all-Beef Shorthorn feeder calf

Sponsored by the Tennessee Livestock Association, in cooperation with several Beef Shorthorn enthusiasts, the event starts at 6:30 p.m.

Officials anticipate as many as 600 feeder steers and heifers, including a 65 head consignment of foundation commercial Beef Shorthorn heifers.

Complete details are available from Joe W. Houston, Executive Secretary, Tenn. Livestock Assn., 5213 Pottomac Drive, Knoxville.

All calves selling will have been field inspected for quality, dehorned and castrated, vaccinated for black-leg, heifers for bangs.

All calves will be graded and sold in uniform lots.

•Montana

LAUREL, Mont.—George Holecek, retired veteran Beef Shorthorn breeder of Laurel, has been named a fieldman for the breed in Montana and Northern Wyoming.

Announcement was made by Martin Mohr, Park City, who heads the ambitious

Hormel comparisons favor Shorthorn

Beef Shorthorn carcasses rated superior to the general average of all breeds compared in the recent 18th annual Midwest Carcass Show in Austin, Minn.

Comparisons were made by Hormel in conjunction with the popular contest.

Ninety-one steers of all breeds qualified for the carcass competition. Beef Shorthorns, in yield, loin eye area and back fat covering, proved higher than the general average (the general

average included Beef Shorthorn figures).

Look at this comparison:

GENERAL AVERAGE

Yield: 64.1 percent

Loin Eye: 1.85 square in. per cwt.

Fat Cover: .12 in.

BEEF SHORTHORN

Yield: 65.1 percent

Loin Eye: 1.96 sq. in. per cwt.

Fat Cover: .096 in.

Montana Shorthorn Association.

Mohr said, "We feel mighty fortunate to secure the services of Mr. Holecek. He just recently retired as an active breeder of Shorthorn cattle, and he brings to his new position many years of experience in the cattle business."

Holecek will headquarter at 515 Sixth Avenue, Laurel.

•Colorado

GREELEY, Colo.—A thousand and head sale of commercial Beef Shorthorn and Shorthorn/Cross feeders will be staged at the Greeley Producers Pavilion, here, Nov. 7.

Sponsored by the Western Shorthorn Association, the activity is under management of Don C. Milliken, Elbert, Colo.

"We will sell fresh ranch cattle, noted for their ruggedness, substance and quality...consigned by top herds of the region," Milliken stresses.

A feeder show will be staged at 9 a.m. The sale gets underway at 12 noon.

The same Western organization will sponsor a 75-head sale of registered Beef Shorthorn cattle at the Greeley Producers Pavilion, Nov. 6.

Twenty-five bulls and 50 females will sell. Sale time is 12:30 p.m.

Catalogs are available from Milliken, Route 1, Elbert, Colo.

RED LINE FARM SHORTHORN CENTER OF THE SOUTH

Big, growthy, South-suited BEEF BULLS -- Short-horns, of course! That's our business! Here you will find a big selection of acclimated range bulls, raised out on pasture with some grain to grow on! We sell them as strong-aged bulls as that seems to suit our customers best.

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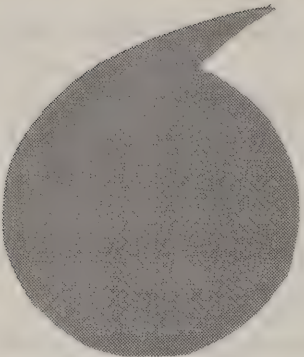
DETAILED INFORMATION

WENDELL LOVELY

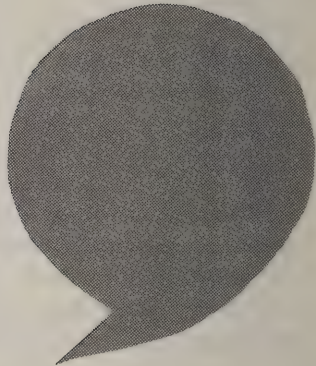
WILLSALL, MONTANA

Secretary, Montana Shorthorn Association

Tell 'Em You Saw It In
R, W & R COUNTRY!



A 62 YEAR OLD HABIT...



By Beau Meek

It's sorta tough to "kick" a habit...specially a pretty good one that helped establish a cattle ranch with a reputation for "reputation calves."

The habit began with California's late John O'Neal back in 1902; and John's descendants are not only mighty happy he acquired the habit but are carrying it on at the ranch near O'Neals.

The habit?

Crossbreeding Shorthorns and Herefords. The big, soggy, brockle-face calves that John and Betty Jamison (she is John O'Neal's daughter) wean and sell measure up and weigh up the way the Jamisons want 'em to.

The Jamisons have all the weigh-up proof they need in

their calf weight records over the past five years.

Year	Steers	Heifers
1959	522 lbs.	493 lbs.
1960*	489 lbs.	463 lbs.
1961	531 lbs.	503 lbs.

Mixed Calves	
1962	509 lbs.
1963	525 lbs.

*1960 a drouth year.

This isn't all. A carload of cull cows shipped in March, 1964 averaged 1201 lbs. right off the range with no hay or supplement over the winter.

To the founder of the ranch and the originator of the cross-breeding habit, "how much per pound" was as important as "how many pounds." This, too, has become the management policy of the Jamisons and their

sons, John Jr. and Bill, who help them run the outfit.

The Jamisons feel their calves have gone into the L. A. Hansen feedlot at Cor-tion" beef cattle command. For proof, John and Betty point to the fact that their calves have gone into the L. A. Hansen feedlot at Corcoran, Calif., for the last four years; and from there, to Manning Packing Co. at Los Angeles, a firm that enjoys a "reputation" for handling only top quality beef.

"When you get Manning to buy your cattle four years running," says John Jamison, "the quality is there, the yield is there and the cutout is there."

This story about John O'Neal's crossbreeding habit wouldn't be complete

(Continued on Page 22)

THE COW-CALF OPERATOR

The cow-calf operator, supplier in mass of calves for the feedlots, must—in this era of reversed-command—answer to the feeder. The feeder is asking a lot of him . . . for calves that feed out rapidly and efficiently, with no setback or sickness interruptions. Because of these demands the calf producer is altering his attitude toward his product. Because the feeder-packer combination has broadened its attitude, the calf supplier has generously opened his mind to new practice—crossbreeding, for example.

The hybridization factor is conducive to rapid, efficient gains. And it tends, too, to ward off sickness problems that commonly plague feedlots. And the commercial producer, too, is finding that a “hybrid” kind of mama cow has many points in her working favor.

The changing times, more readily than we believe possible, will beckon into being universal “direct from cow to feedlot” practice in the handling of fed cattle. As this comes into being the cow—the beef manufacturing unit—will come in for great re-evaluation.

Whether a straightbred or a crossbred female, she is going to have to perform like a trooper—a “hybrid” trooper! She will be responsible for her own maintenance and an every 11 month calf, on less feed—making for more cow units to available land. There can be no lagging in this cow’s responsibility to the cause. If she misses calving or is slow in settling she must be branded inadequate and sold for slaughter. In the tight-economy, keenly managed, closely-calculated new-era beef industry, relaxation of man or beast will be intolerable.

Surely the demands for heavier calves in comparable and less time will cause revolutionary practice to come back into being. The fundamentals of beef-making—milking-ability, rustling-ability and other grassroots traits—will take on renewed significance. Much propaganda will lose its respect to performance as the end “earned dollar” becomes a paramount consideration over once liberally used and misused whims and personal fancies.

The changing times will demonstrate more forcefully than ever before how immensely unprofitable is the practice of the producer marketing light calves. And they will squeeze out the old concept of two-year-old steers. And they will make cowmen out of cow owners, resulting in either cleaning up of bad cow practice or eliminating the unattentive producer in the process.

THE FEEDER

The feeder’s product must be one of efficient production for he, too, has little margin for profit! He could most accurately be called a “middleman”

for he is caught between the registered breeder-commercial operator (and the kind of cattle they make to supply him) and, on the other end, the consumer-retailer-packer pact.

This closely correlated triple team is showing enormous favoritism toward “the kind of steers and heifers only a few seasons ago would have been given thumbs down all over the country!” The all-out emphasis is on the trim-line, waist-watching image established at the consumer level. Thus it is no surprise that feeders are rapidly straying from the fat, look-like-a-box, heavy-boned, thick-hided, wasty kind of fed animal. Many of this kind are still labeled “reputation cattle” and are highly touted by the breed promoters although they are finding less and less popular favor on the consumer-ready market!

The packer’s “eye” and “buy” are on the light-boned, light-hided, trim in the neck and brisket and sheath, smooth steer. In increasing numbers he is sorting out and buying the crossbreds (many a mixture of beef and dairy crosses) and in an appalling number of instances these beasts carry a quarter Braham blood. The packer likes that light-hided characteristic the Brahman implants. Hide and bone weigh, remember, and are big economic factors in totaling up the profitability or not of an animal!

The feeder, too, likes those “hybridization” qualities that provide a natural resistance to feedlot ills.

THE PACKER

In this changing times the packer is concerned with red meat yield. His buying is guided by America’s appetite for a bargain and its eyes to its waistline . . . and, of course, his necessity of reaching a pleasant combination of the two to “eek out” a just profit for his efforts.

The packer, representing the retailer-consumer combination, has cracked down noticeably hard on waistiness. Heavy on marbeling is a thing of the past because the beef industry has discovered there is little actual correlation between marbeling and taste and tenderness.

The packer seeks a carcass 500 to 600 pounds, an already much accepted change from the fed beef business of yesteryear. Oh yes, the term “fat beef” has given way to “fed beef” as further evidenced to a changing-and-changed times. This segment of the beef transition is not much concerned with dressout percentages anymore, either. Dressout percentages are very fallable.

In its place has been nurtured a concern for the percentage of red meat yield of the individual carcass. While many factors can affect dressout percentage, the red meat yield remains stable.

(Continued on Page 24)



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A 62 YEAR OLD HABIT

(Continued from Page 20)

without mentioning another
of his good habits...a passion
for range improvement.

"Guess old John figured it
wouldn't do any good to
breed good cattle unless
there was plenty of feed for
them to prove how good they
were at converting it to
beef," says Madera County
Farm Advisor Walter Em-
rick, the man who pioneered
control brush burning and
range improvement in Ma-
dera County.

Before John O'Neal and
the Jamisons acquired the
brush burning, range-
improvement habit, cattle
had to be moved some 130
miles from the home winter
range to summer range and
another 130 miles back. In
those days the outfit ran
about 500 mother cows.

Since the ranch began
controlled brush burning in
the 1949-50 season, 4,500
acres have been treated
from one to three times.

Now, the Jamisons are
running a 400-cow breed-
ing herd on the home place
the year-around. No more
long drives or trucking ex-
penses; no more shrink.

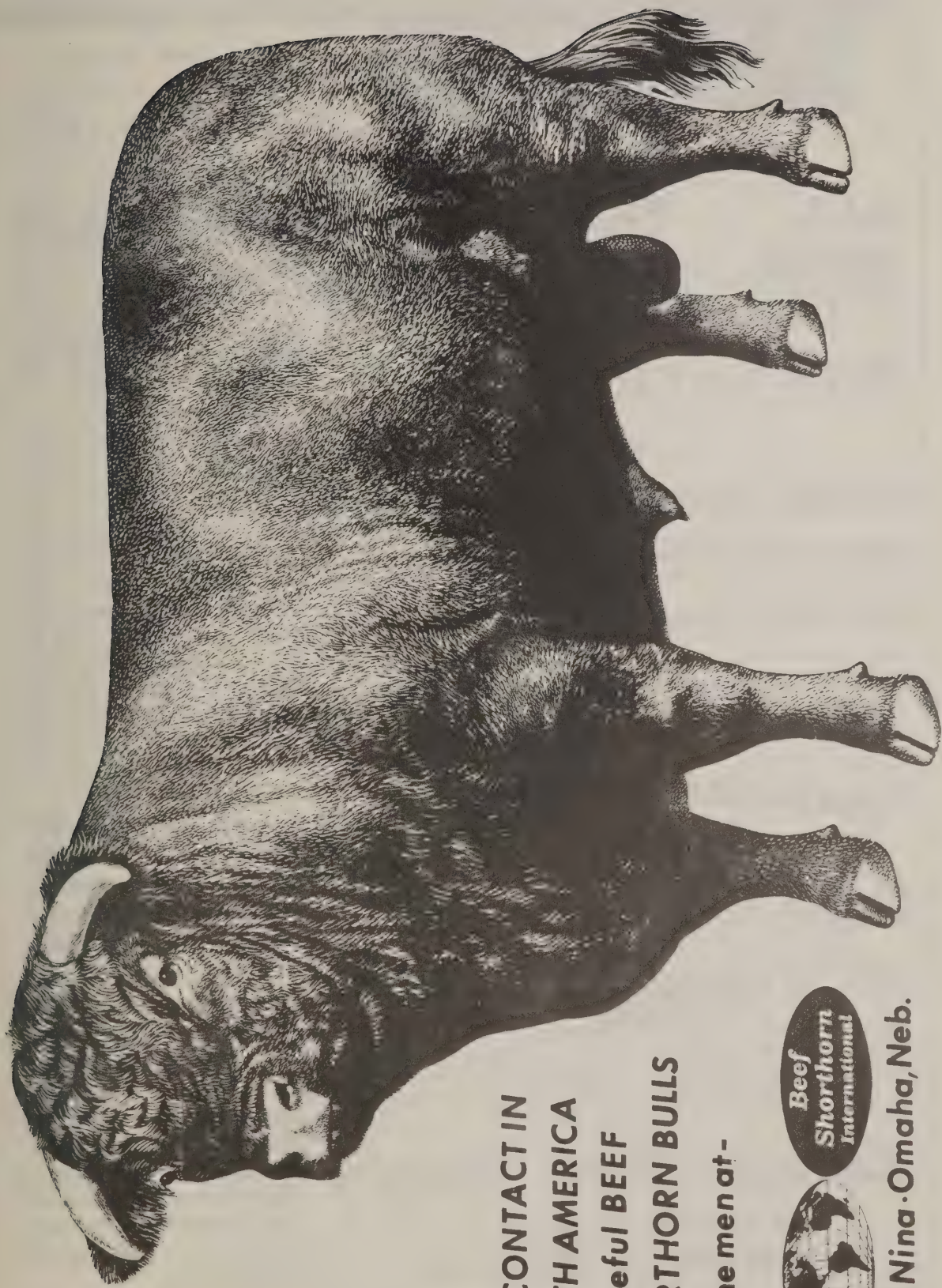
"It's a lot easier to keep
track of the cattle and take
care of what needs to be
done," says Jamison. "And
that's money in the bank."

Where do the Jamisons
buy their Shorthorn bulls?
"We've bought 'em from
Chapmans (Le Grand); Max
Cardey (Atwater); the Mc-
Arthurs (McArthur); and
Anna Dell (Santa Rosa), in
California; and Bill Ben-
nett (Oakville) in Washing-
ton,"—says Betty Jamison,
keeper of the ranch family's
records.

Any advice or counsel to
Shorthorn breeders?

"Tell them," says Mrs.
Jamison, "to raise more roan
bulls so that we get more
uniformly colored calves.
Tell the breeders who raise
bulls on irrigated pasture
to give them lots of exer-
cise. We need quality bulls
but unless they've got good
feet and legs under them
they might as well be
steer," she adds.

Reprinted from the Western
Livestock Journal Septem-
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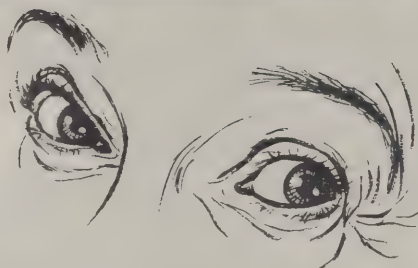
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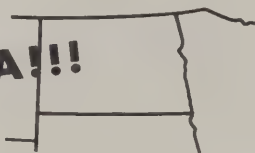


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except that the State is North Dakota and its practical breeders are staging another two-days of Shows and Sales!

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Carrington, North Dakota

(at the fairgrounds pavilion)

CATALOG WITH ALL INFORMATION

Walter Larson, Sale Manager, Carrington, N.D.

Changed

(Cont. from Page 21)

The packer's attitude is changed toward grading as well. Instead of grading the whole carcass, it is cut at the fifth rib enabling the grader to inspect the size of loin eye, the thickness of rind in relation to the rib eye, and development of the backbone, an indicator of the animal's age.

America's beef business has been long in changing. The trend toward leaner meat, for example, originated over a half-century ago. But of course the transition has been slow. Only in recent years has the consumer become so rigidly diet-conscious that he has inflicted radical change in his favorite of all red meats--beef!

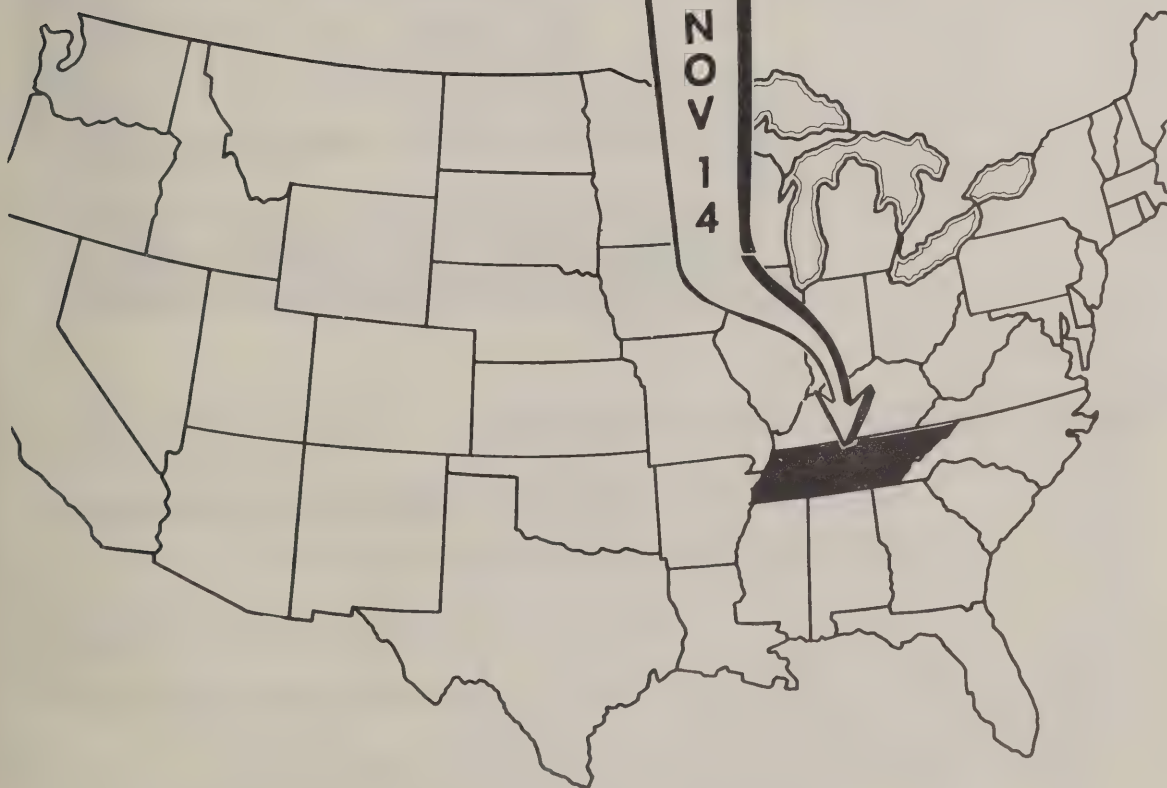
Apart from the final product itself, in the realm of beef production, this enormous change has been sparked by the burdens of high costs and the terrifying aspects of low prices. In moments of depressed economy, people are traditionally more subjective to change. In many times before they have had at least partial choice whether they wished to change or not. But now the matter is different.

(Cont. on Page 28)

THE TENNESSEE NATIONAL BEEF NORTHORN SHOW SALE

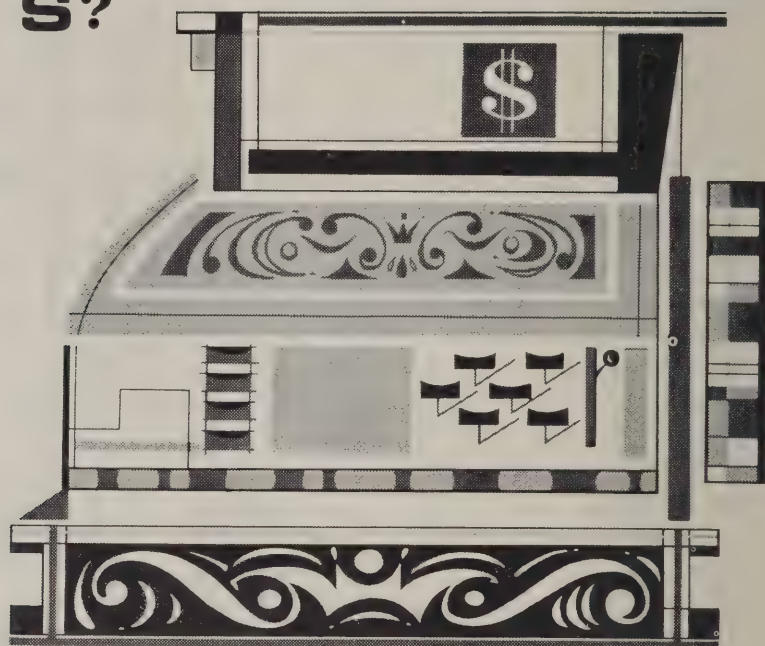
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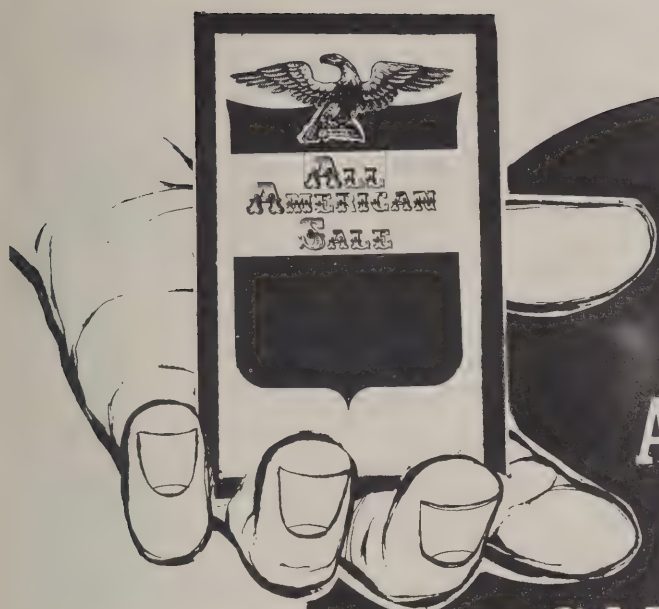
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He's big and rugged,
sound of foot and legs
...and we had been hold-
ing him back for the
Omaha Sale. But now
he's All-America bound,
for he's that kind! Re-
serve Grand at Nebras-
ka, incidentally!

SEVEN FOUNDATION FEMALES

*Bred Alike...Ideal for Starting
A Herd Foundation —*

Here they are all in a package if that's the way you want them! All bred on a similar pattern...nicely put together and potentially powerful as a working breed unit. They could put and keep somebody in the Polled Shorthorn business! All the females from our winning show string are included.

Gallatin Farms, Triplett, Mo.

ESPALIER Polled Shorthorns

Quite a bull...

He's a he man, herd headin' king, that's for sure! A polled son of Acadia Troubadour 25th that is sound and on good feet and legs. He has a 214-day adjusted weaning weight of 530 lbs. (or 2.48 lbs. per day)! Semen tested (strong semen rated excellent)!

Lyle V. DeWitt

263 SOUTH PARK
DECATUR, ILLINOIS



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For the breeder who looks ahead to his future! A classy daughter of Lynnwood Pennant x, out of a Lynnwood Lancer x daughter and bred to the correct and wonderfully fleshed young Bounty Paragon III (a young sire the breed will be knowing more about)

Richard Prentice &
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GLATWYN

*associated with
the good ones —*

Glatwyn Secret 2d x. And a fancy one she is. Just named Sr. Champ at the Ind. and Ky. State Fairs and a member of our winning Get! By Glatwyn Notable x. Bred Feb. 7 to HHF Leader 26th x, the polled son of Louada Landlord we are using so heavily.

Glatwyn Nonpareil 5th x. Second at Ill., third at Ky. and 4th at Ind. A full sister to Glatwyn Notable x. An own daughter of the '58 Int. G. C. El-Vi-Dor C Fascination x. Sells open!

GERALD I. CLODFELTER
Greencastle, Indiana



To the All-American!

Two topky granddaughters of Carona Fascination x — the Foundation Kind.

Apsi Fancy Lady x. 9/14/63. By Lynnwood Orion x and out of a double granddaughter of Lynnwood Leader x!

Apsi Princess Hildy 2d x. 4/2/64. By Lynnwood Achievement x and out of a Lynnwood Raider x dam.

MR. & MRS. WAYNE CARR - CINCINNATI, IOWA



BI-RU

Of course we'll be there...

and with one bull and two females of the kind that have made BI-RU the "old stand by" in Midwestern Polled Shorthorn circles!

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Allerton, Illinois

Oct. 31 • Springfield, Ill.

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AUCTIONEER
Hugh James

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TPS CORONET
GALAXY 12th

Here's a son of "Galaxy" that was Reserve Grand Champion at Illinois, Reserve Senior (in horned competition) at Missouri, and a member of our undefeated Get of Sire! A three-quarter brother to the undefeated Grand Champion Female this year!



MISS ROSEWOOD
CORONITA 3d

What a package if someone wants to move ahead—rapidly! A daughter of Coronet Max Leader proved one of the good ones by winning Reserve Junior Champion at the 1963 Ill. State Fair and second to her undefeated stall-mate at Ill. and Mo. this season. Safe in calf, since May 26, to TPS Coronet Unlimited!

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YOU EXPECT TO GET THE GOOD ONES FROM HERE

FOUR DEES ROSEMARY x!

A wonderful brood matron prospect by Four Dees Good News x. Her dam has produced two good purebred herd headers...and, now, has come up with another prize package. We expect to have her bred to FA Royal Cadet.

FOUR DEES AUGUSTA C 2nd x!

The Home Again Governor heifer from our show herd. Third in class at Illinois. We hadn't planned letting her get away, but this is an "All-American" sale and she's that sort. We hope to have her bred to FA Royal Cadet!

FOUR DEES AUGUSTA ROYAL 3rd x!

One of the deepest-bodied heifers on the farm. By Good News and out of a Chapelon North Star Daughter—a combination that could put somebody on the map. She sells bred to Four Dees Governor 2nd.

Visit the "Home of the Golden Nuggets" at Allerton, Ill.

Dear Industry

A sparse three and one-half months away our American Shorthorn Association will convene in Denver, Colo., to stage its annual meeting. No area could provide a more appropriate setting for this is the trading area for a vast cattle territory -- production and feeding -- second to none in its importance!

Many among the breed association's membership individually and collectively pray that in an atmosphere such as this. . . in conjunction with a grassroots, cowman's exposition like the famous National Western Stock Show, the "genuine old fire of Beef Shorthorns can be rekindled."

Nothing prevents our industry from turning this hope into reality. . . nothing but our own lack of initiative!

What but our own lack of initiative prevents us from heading for Denver collectively determined that out of this session, this time, shall come ACTION?

What but our own lack of initiative prevents us from having concerned caucus. From sitting at a common table to analyze our past and to maintain our occupancy there while we begin to set down in concrete plan just where we are going from here.

What but our own lack of initiative prevents us from sharing common discussion -- discussion that plants the seeds of progress and patiently nurtures them into reality, expansion, improvement. From settling our differences from within so that we might in unity begin to challenge those problems from without that, by modern tradition, suppress the popularity of our breed!

What but our own lack of initiative prevents us from coming of age in an industry governed by the wisdom of years and experience and modern technology and calculated planning.

What but our own lack of initiative prevents Beef Shorthorns from COMING ALIVE IN '65 -- for the benefit of every honest to God believer in these cattle who for so long have held so tightly to such a thin thread of hope. Who would for their own sake, and for the sake of other believers, gladly gather in farm kitchen informality to talk out the grassroots, economy-effecting problems that so noticeably keep Beef Shorthorns a "follower".....that with sweat and determination could conceivably someday once again make it a "leader"!

What but for the lack of our own initiative . . .

John W. Miller



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- **COLORADO STATE FAIR**
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Reserve junior champion female
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Reserve senior champion female
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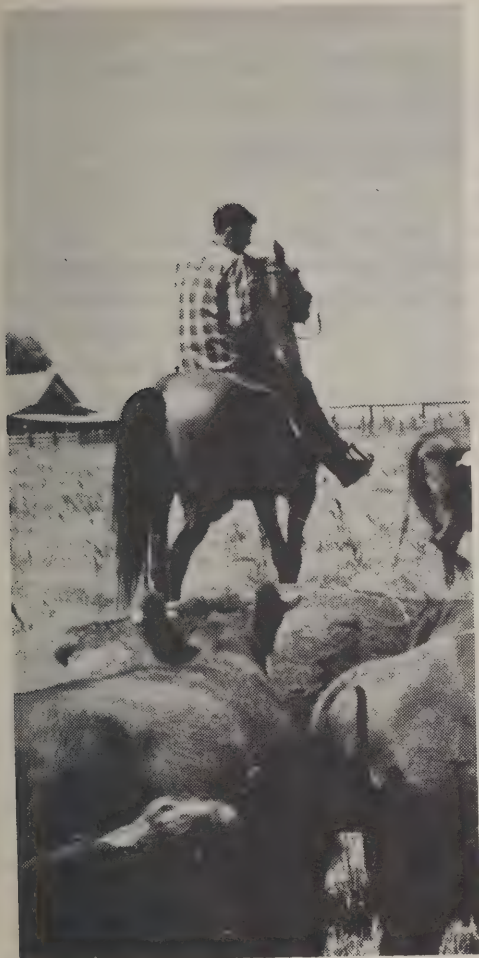
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A FAMILY ENTERPRISE AND HOW IT GREW

**After good
records proved
a point. . .**

BY RICHARD VAN BRACKLE

Accurate records serve a cattleman in many ways. One of the best uses of records, perhaps, is to indicate whether you are making money or going broke.

Max Cardey, a California Beef Shorthorn breeder, used 4-H club records to go into the Beef Shorthorn business.

It started a long time ago, back in 1947, when Max's 10-year-old son wanted a 4-H club livestock project. Lewis started with one steer, had two the next year and in ensuing years he, brother Don and sister Charlotte had a number of livestock projects, including Angus,

Herefords, Shorthorns, dairy animals, and sheep.

The meticulous records required by the 4-H clubs, supervised in California by the University of California's Agricultural Extension Service, showed that the Beef Shorthorns consistently gained more weight and showed the highest net profit.

A severe freeze in 1959 was a financial blow to Cardey's citrus holdings in Riverside. Since the children were all interested in a larger livestock project, he pulled out three acres of citrus and put in pasture. Then the family visited cattlemen

in several states on a camping trip to look at breeds of cattle and talk to cowmen. After a careful look they bought six Beef Shorthorn heifers.

From this small beginning in the cattle industry, Max Cardey and his family now own about 400 registered Beef Shorthorns and about 330 A. on their Lucky Clover Shorthorn ranch near Atwater.

Cardey is vice president of the Blue Banner Packing Co., the largest citrus packing house in the Riverside area, and has citrus producing groves throughout the

CALIFORNIA'S CARDEY FAMILY STORY IS FURTHER PROOF THAT
A SUCCESSFUL BREEDING PROGRAM CAN RAPIDLY GROW INTO A
THRIVING BUSINESS FROM ONLY A MODEST BEGINNING!

Riverside area.

Max was an agricultural 4-H club leader for 12 years and president of the 4-H leader's council for three. Mrs. Cardey was a club leader for six years. All three of the younger Cardeys were 4-H club All Stars and all were on championship demonstration teams.

Max made one trip back to Montana and shipped out a carload of stock; the club members chose numbers and selected animals by lottery. Where there had been only 15 to 20 head of 4-H beef animals at the Hennet Farmer's Fair, soon there was better than 100 head, all of them top quality.

Max made many trips out of state to get stock for the youngsters in his club who were interested in livestock. On each of the trips, Max picked up a few animals for himself.

The animals soon outgrew the 35-acre ranch in the Arlington area to which they had moved. In 1959, they sold the Arlington ranch and bought the property in Merced County.

Charlotte, a senior this fall at the University of California, Davis, has spent the summer on the ranch riding a horse, checking the calves and cattle and helping older brother Lewis move cattle and do chores. She is a physical education major and plans a teaching career.

Don, who graduated this June from UCD with a degree in animal husbandry, is primarily in charge of the show cattle. He also handles the cow herd; watches the calves, determines the matings, selects replacement females and bulls.

The Cardey show herd will cover 20 fairs, this year, from Tucson, Ariz., to Portland, Ore.

Lewis, now 27, is in charge of the farming operation and handling the cattle on the Atwater ranch. He has taken a "rundown old ranch" and turned it into an outstanding, practical working operation.

He has chiseled and leveled the pastures, planted them with pasture seed mixes and put in nearly 10 miles of new fencing. He puts about 50 head of cattle on the 15 to 20 acre pastures and rotates them every three or four days.

Lewis does a little grain farming in rotation with his pasture program, making hay out of the grain crop.

The ranch has cattle coming year-around to supply needs of their customers.

Lewis studied animal husbandry at the University of California, Davis, for two years and at California State Polytechnic College, San Luis Obispo, for one year.

Since changing from a commercial herd to purebred Beef Shorthorns, the

Cardeys have consistently tried to get what Max calls "fundamentally right" cattle. He starts with "excellent" bulls. They like to use the same bull lines for greater uniformity in their calf crop. Most of their bulls now are from Louada farms.

The primary reason the Cardey's Lucky Clover Ranch shows at fairs is advertising. And it pays off. In 1962 they sold 10 bulls to a Mexican cattleman who had seen their stock three years before at the Southern California Exposition at Del Mar.

Max, with a group of other breeders, in 1959 became determined to try to help revitalize the Beef Shorthorn industry in California.

He worked with the California Shorthorn Breeders Association and was elected to the Board of Directors of the American Shorthorn Association. He is now in his fourth term as president of the California group, president of the ASA's Area Five, the Shorthorn breed representative on the California Beef Cattle Improvement Association, and this year is on the committee for Beef Week, the open division beef show to be held the week of November 7 on the California State Fairgrounds in Sacramento. He has been on the sale committee at the Junior Cow Palace.

Right to know

(Continued from Page 8)

breed association's governing board.

2. Study means for raising revenue through commercial Beef Shorthorn operators, perhaps so much per head or per calf sold. Revenue to help support commercial advancement and make commercial interests feel an integral part of breed action!

Recommendation No. 6.

1. Launch an immediate study to determine need (or not) for a modernized system of membership-representation (including delegates to annual meetings).
 - * Give concerned attention to erasing the delegate division between "horned" and "polled" breeders, perhaps providing each member one vote whether he is horned or polled.
 - * Perhaps one director elected by delegates comprising so many specific regions and three directors "at large" nominated from the floor and elected at the annual meeting. What better way to stimulate attendance and tie-down effective representation?

Recommendation No. 7.

1. Seek immediate attention to uniform judgment of Beef Shorthorn cattle. Stage a business-like JUDGING SCHOOL with required attendance by all people seeking official association sanction as Beef Shorthorn judges.
2. Support uniform judgment efforts with this program:
 - a) Establish a firm business policy with regard to altering of exhibition (or other) Beef Shorthorn Cattle. Give a Committee or the Board of Directors authority to disbar from showing any offending animal.
 - b) Add a show class for mature cows. Prerequisite: Should have had at least one live calf. Such a classification would provide an excellent "check point" to determine if we are putting together and selecting for use the kind of cattle that mature out as "correct individuals."
 - c) Place minimum weights on show clas-

ses. Many of us are genuinely concerned that the Beef Shorthorn's "weight for age" property is not borne out in showing competition—age-for-age and weight-for-weight—with other breeds.

- d) Launch an immediate study to constructively review the breed association's premium - payment program. Study existing premium - supported shows in relation to:
 - * Geographic nearness to working cattle country;
 - * Types audiences attending presently supported shows;
 - * Percentage of breeders participating; etc.
- e) Give concerned attention to lessening premium and personnel attention to less significant cattle-area shows... and stimulating participation in established and fresh cow country exhibitions where the breed can be impressively displayed before eager-to-see practical audiences.
- f) Formulate plans for encouraging the breeder-participation in commercial-emphasis contests—including carcass, commercial pen bulls, feeders, fed cattle, etc. Develop widely promoted, attractive awards programs for outstanding achievement in commercial competition.
- g) Formulate plans to follow-up the kill-out of Beef Shorthorn steers awarded top-placings in our nation's major shows...
 - * As an education to ourselves;
 - * As a determinant whether or not we are choosing the "right kind";
 - * As an education to our competitors PROVIDING we are putting the commercially-acceptable kind on the tanbark;
 - * As an education to judges if we ARE NOT having the right kind chosen.

Recommendation No. 8.

1. Plan and stage an annual breed type conference and progress session, preferably in the atmosphere of cow country.

(Continued on Page 38)

Right to know

(Continued from Page 37)

2. Assist state organizations in coordination of field days and other key confabs, with more emphasis on APPLYING PROGRESS and less on ice tea and weight guessing. By providing field day planning guides and training personnel to assist, take advantage of these opportunities to get breeders together, demonstrating to them how they can help themselves and their industry advance.

Recommendation No. 9

1. Put new vitality into worth-saving cow

country expositions of Beef Shorthorn cattle—the yards show at Denver; feeder competition at Phoenix; pen competition at Ft. Worth.; etc. Seriously study incorporation of breed-boosting sale events in conjunction with these activities.

2. Encourage sponsorship of pre-inspected show-sale combinations with emphasis on practical participation by seller and buyer! Here's a good way to wisely invest breed support premiums while encouraging more widespread breeder participation on a close-to-home basis. Good premiums encourage quality and quality sells Beef Shorthorns better than any other factor!

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FULL INFORMATION!

HAROLD WOODY, GENERAL MANAGER
WESTWARD WAY - MCHENRY, ILLINOIS

On Schedule

Oct. 10—Bilmar Shorthorn Sale, Grand Blanc, Mich. (Catalog: Don Longley, 16 So. Locust, Aurora, Ill.)

Oct. 10—Tri-Valley Shorthorn-Polled Shorthorn Assn. Sale, Independence, Iowa.

Oct. 10—Sumption Shorthorn Club Calf Sale, Sioux Falls, S.D.

Oct. 10—Commercial Shorthorn Sale, Holton, Kan.

Oct. 12—True Buckmaster - Dave Garriott Opportunity Sale, Trinity Farm, Portland, Ind. (Catalog: Don Longley, 16 So. Locust, Aurora, Ill.)

Oct. 12—Gregory Feeder and Otto Thiede & Sons Shorthorn Sale, Gregory, S.D.

Oct. 12—Commercial Shorthorn Sale, Dighton, Kan.

Oct. 14—Pacific International Far West Beef Shorthorn Sale, Portland, Ore. (Catalog: Bill Bennett, Oakville, Wash.).

Oct. 15—Mid-Kansas Shorthorn-Polled Shorthorn Sale, Salina, Kan.

Oct. 16—Black Hills Shorthorn Feeder Sale, St. Onge, S.D.

Oct. 17—Guy & Lois Sumption, Frederick, S.D. Club Calf Sale at Worthington, Minn.

Oct. 17—Shaw's Pleasant Acres Shorthorn Sale, Trimble, Mo.

Oct. 17—Eastern Ontario & Western Quebec Fall Auction Sale, Perth, Ontario. (Catalog: John Crogie, Metcalfe, Ont., or Ralph Miller, Glasgow Station, Ont.)

Oct. 17—Wisconsin Breeders Shorthorn Sale, Lancaster, Wisc.

Oct. 17—Kentucky Junior Shorthorn Association Steer and Heifer Sale, Lexington, Ky.

Oct. 20—Wabash Valley Club Calf Sale, Lafayette, Ind. (night sale)

Oct. 20—Tennessee Shorthorn Feeder Calf Sale, Cookeville, Tenn.

Oct. 20—North Dakota Polled Shorthorn Sale, Carrington, N.D. (Catalog: Walter Larson, Carrington).

Oct. 21—North Dakota Shorthorn Sale, Carrington, N.D. (Catalog: Walter Larson, Carrington).

Oct. 21—Mid-Kentucky Shorthorn-Polled Shorthorn Sale, Russellville, (Catalog: Horace W. Walker, 3906 E. 71st, Indianapolis, Ind.).

Oct. 21—Commercial Shorthorn-Polled Shorthorn Sale, Salina, Kan.

Oct. 22—Clarence & Anna Dorman's Idlewild Shorthorn Production Sale, Sidney, Neb.

Oct. 22-23—Montana Shorthorn Feeder Show and Sale, Billings, Mont. (Catalog: Mont. Shorthorn Assn., Wendall Lovely, Secty., Willsall, Mont.).

Oct. 23—Southeastern Regional Shorthorn-Polled Shorthorn Sale, Camilla, Ga.

Oct. 23—Manitoba and Saskatchewan Polled Shorthorn Sale, Brandon, Manitoba.

Oct. 24—Missouri Shorthorn-Polled Shorthorn Sale, Sedalia, Mo. (Catalog: R. B. Karst, Route 3, Harrisonville, Mo.).

Oct. 24—Ohio Shorthorn Sale, London.

Oct. 24—Clair Gage Shorthorn Dispersion, Ligonier, Ind.

Oct. 24—Nils Aspaas Calf Sale, Sioux Falls, S.D. (night sale).

Oct. 24—Volga Valley Shorthorn Calf Sale, West Union, Iowa.

Oct. 24—Oklahoma "Round-Up Sale", Hennessey, Okla.

Oct. 26—Louada October Sale, Peterborough, Ont., Canada (Catalog: Don Longley, 16 So. Locust St., Aurora, Ill.).

Oct. 29—Nebraska Shorthorn-Polled Shorthorn Club Calf Sale, Columbus.

Oct. 30—Special Crossbred Addition Sale, Omaha, Neb.

Oct. 31—All-American Polled Shorthorn Sale, Springfield, Ill. (Catalog: American Shorthorn Association, 8288 Hascall Street, Omaha, Neb.).

Oct. 31—Michigan Shorthorn Assn. Sale, Mich. State Univ., East Lansing.

Oct. 31—Logan County 4-H Steer and Heifer Sale, Lincoln, Ill. (night sale).

Oct. 31—Ulrich Bros. Club Calf Sale, Osborne, Kan.

Oct. 31—Alabama Shorthorn Association Show and Sale, Huntsville.

Oct. 31—South Dakota Club Calf and Breeding Cattle Sale, Brookings.

Oct. 31—Four State Shorthorn Assn. "Off-the-Grass" Sale, Jop-

lin, Mo.

Oct. 31—Far West Beef Shorthorn Bull Sale, Elko, Nev.

Oct. 31—North Carolina Shorthorn Sale, Statesville.

Nov. 5—Kansas Shorthorn - Polled Shorthorn Show and Sale, Hutchinson.

Nov. 6—Aberdeen, S.D., Shorthorn Feeder Sale.

Nov. 7—Purple Blend Polled Shorthorn Sale, Wooster, Ohio (Managed by Don Longley, 16 So. Locust St., Aurora, Ill.).

Nov. 7—Hoosier Tops Sale, Indiana Shorthorn Association, Franklin. (Catalog: Mrs. Geneva German, Romney, Ind., or Clyde Harlow, Tip-ton, Ind.).

Nov. 7—Pike County Shorthorn Sale, Bowling Green, Mo.

Nov. 7—Greeley, Colo. Commercial Shorthorn Sale (Catalog: Don Milliken, Route 1, Elbert, Colo.).

Nov. 9—Leveldale Farms Shorthorn Investment Sale, Mason City, Ill. (Catalog: Don Longley, 16 So. Locust St., Aurora, Ill.).

Nov. 10—Otto Thiede and Sons Range Bull Sale, Gregory, S.D.

Nov. 10—"Best of the Midwest" Shorthorn Sale, Springfield, Ill.

Nov. 11—Performance Tested Bull Sale, Columbia, Mo.

Nov. 12—Shorthorn Extravaganza Sale, Sacramento, Calif. (Catalog: L. H. McDaniel, Cowtown, Turlock, Calif.).

Nov. 12—Broadview Farms Shorthorn Sale, Carrier, Okla.

Nov. 14—Tennessee National Shorthorn-Polled Shorthorn Sale, Nashville. (Catalog: H. W. Walker, 3906 E. 71st Street, Indianapolis, Ind.).

Nov. 14—Lander Bull Sale, Lander, Wyo. (Catalog: American Shorthorn Association, 8288 Hascall Street, Omaha, Neb.).

Nov. 14—Nelson Farms Shorthorn Calf Sale, Geneseo, Ill. (night sale).

Nov. 16—Westward Way Polled Shorthorn Near Dispersion Sale, Bloomington, Ill.

Nov. 17—Northern Illinois Calf Sale, Maple Park, Ill.

Nov. 19—Nebraska Shorthorn-Polled Shorthorn Futurity and Open Show-Sale, Columbus.

Nov. 21—Elm-Bar Invitational Steer and Registered Heifer Sale, Alta, Iowa (night sale).

Nov. 21—Cummings-Ralstin-Elliott Shorthorn Sale, Dodge City, Kan.

Nov. 28—1 - 2 - 3 Beef Shorthorn Sale, Cow Town, Turlock, Calif. (Catalog: L. H. McDaniel, Cowtown, Turlock).

Dec. 1—International Shorthorn Sale, Chicago, Ill. (night sale). (Catalog: American Shorthorn Association, 8288 Hascall Street, Omaha, Neb.).

Dec. 5—Bosque County Shorthorn Breeders Show-Sale, Clifton, Tex. (Catalog: Charley Miles, Valley Mills, Tex.).

Dec. 5—"Come-As-You-Are" Sale of Unfitted Shorthorns - Polled Shorthorns, Salina, Kan.

Dec. 7—Wyo - Braska Shorthorn Sale.

Dec. 10-11—National Shorthorn Sale, Omaha, Neb. (Catalog: American Shorthorn Association, 8288 Hascall Street, Omaha, Neb.).

Dec. 12—Sangamon District Sale, Pawnee, Ill.

Feb. 6—East Texas Shorthorn -Polled Shorthorn Sale, Tyler.

Feb. 16—Black Hills Winter Show—Sale, Shorthorns & Polled Shorthorns, Rapid City, S.D.

Feb. 22-23—Iowa Royal Shorthorn Show and Sale, Des Moines, Iowa.

Feb. 27—Canadian International Bull Sale, Brandon, Manitoba. (Catalog: Don Longley, 16 So. Locust St., Aurora, Ill.).

Mar. 2—Illinois Shorthorn Sale, Springfield.

Mar. 3—Iowa Polled Shorthorn Show & Sale, Des Moines, Iowa.

Mar. 5-6—Montana State Shorthorn Sale, Billings.

Mar. 8—Illinois Polled Shorthorn Sale, Bloomington.

Mar. 8—Interstate Shorthorn Breeders' Show and Sale, Sioux City, Iowa.

Mar. 13—Hawkeye Downs Sale of Shorthorns - Polled Shorthorns, Cedar Rapids, Iowa.

Mar. 15-16—National Polled Shorthorn Congress, Valley, N.D.

Mar. 17—Ekco Farm-U-Drive Farm Shorthorn Production Sale, Sanborn, N.D.

Mar. 19—Northeast Kansas Commercial Sale, Holton.

Mar. 20—Tennessee Shorthorn Sale, Lawrenceburg.

Mar. 27—Minnesota Polled Shorthorn Show-Sale, Slayton.

Mar. 30—Minnesota Shorthorn Show-Sale, Appleton.

Apr. 10—Browns of Kentucky-Lone Star Sale, LaGrange, Ky.

Apr. 12—Mid - South Shorthorn - Polled Shorthorn Sale, Dumas, Ark.

Apr. 24—Sutherland Farms Polled Shorthorn Sale, Prospect, Ky.

Apr. 27—South Dakota Assn. Sale, Brookings.

May 1—New York State Shorthorn Sale, Ithaca, N.Y. (Catalog: Beef Shorthorn/International, 2830 "O" Street, Omaha, Neb. 68124).

May 2—Kickapoo Farms Shorthorn Sale, Kenosha, Wisc.

May 29—"Choice of Champions" Sale, Northfield, Ohio.

May 31—Fernwood Farms Shorthorn Sale, Cary, Ill.

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